



## **Meeting of the Arlington Commission on Arts and Culture**

January 10, 2019, 7:00 PM  
Arlington Center for the Arts

Meeting was called to order at 7:00 pm

Attending: Adria Arch, Stephanie Marlin-Curiel, Steve Poltorzycki, Janet Oberto, Ali Carter, Cristin Bagnall, Tom Davison, Kimberly Harding, Lidia Kenig-Sher, Beth Locke, Aneleise Ruggles, Linda Shoemaker

Absent: Stewart Ikeda

### **Treasurer's Report**

Steve Poltorzycki presented the Treasurer's Report with a line by line review of the current budget and update on budget preparation for FY2020, including budget sub-committee meeting and recommendations, and answered questions. Steve recommended moving \$600 to the marketing line and it was agreed to with a unanimous vote.

### **Annual Report and 2020 Budget**

- The annual report was distributed in advance of the meeting for review. The work of the past year was celebrated and the annual report received favorable comments. It was decided that it will be posted on the website, after presentation to the Town of Arlington in an abbreviated form by Ali Carter.
- The 2020 budget has been compiled and was submitted to Adam Chapdelaine for review. It will be distributed to the commissioners after Adam returns comments and presented to the Town of Arlington Finance Committee in February. The Co-Chairs recommend that Commissioner's become familiar with this process and are invited to attend to observe the meeting.
- Discussion on evaluation/metrics was held briefly. Ali Carter informed the committee that a grant application for technical assistance for evaluation was submitted to the Metropolitan Area Planning Council. It was noted that the Cultural District Committee has an impact analysis committee and recommended that the Marketing should collaborate in the future.
- A fund is being set up, paperwork has been submitted for processing to Director of Planning, Jenny Raitt, to present to the Select Board for approval so that contributions to ACAC can be processed through the Planning Office.

### **Committee Updates**

*All committee reports were presented in hardcopy form and are on file in digital form.*

- *Marketing Committee* summary – Janet Oberto presented the marketing report that included goals for 2019 (aligned with Town’s charge to Arts and Culture Commission), list of target audience/stakeholders, process to write organizational marketing plan and interim plan/near-term actions, review and understanding of marketing needs and budget submissions for other committees, and meetings with Cultural District planned. Ongoing intensive work on the website was shared as Stewart Ikeda has begun to collaborate closely with Aimee Taberner. Web content submission form was discussed.
- *Programs and Festivals* summary – Tom Davison presented, with Cristin Bagnall, the vibrant busking program planned, *Live Arts Arlington*, designed to put live performance and creation in the path of the broadest swath of Arlingtonians. The program is envisioned to take place between April 27<sup>th</sup> and June 8<sup>th</sup>. Key areas, times and spaces will be tested initially and attention will be paid to ensuring a positive experience for the artists. A marketing plan to build audiences and inform the public will be created. Goals for the pilot program, intent to recruit new committee members, and synergy with Arlington Public Schools were shared.
- *Cultural District* – update was postponed since Andrea Nicolay was not present.
- *Fundraising Committee* – Annelise Ruggles explained the need for a first phase of research. The committee has reached out to other towns with arts and cultural programs to seek best practices. This work is ongoing. A template is being created for each committee to request fundraising assistance for initiatives. Does this action committee need a budget for expenses?

The need was expressed by each of the committees for an internal calendar to allow committees to work anticipate, plan and schedule work together.

The next meeting was set for February 7<sup>th</sup>.

The meeting was adjourned at 8:30 pm